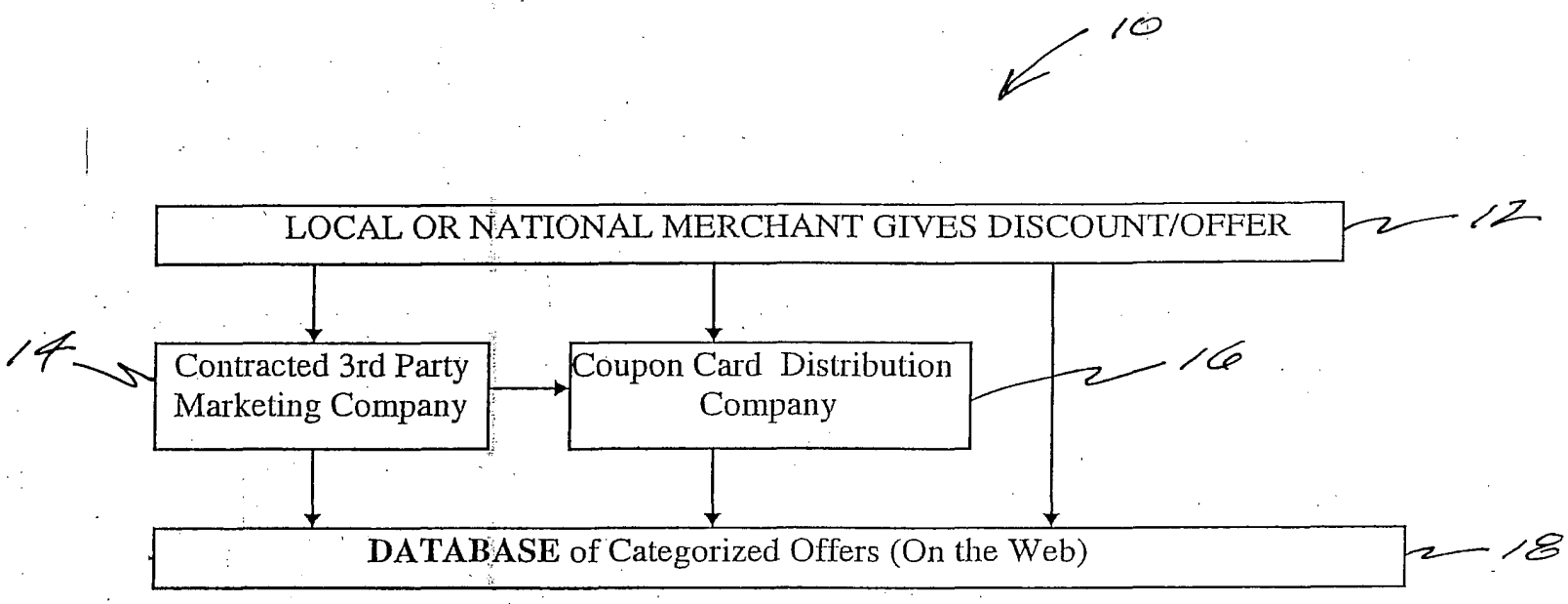
10
LOCAL OR NATIONAL MERCHANT GIVES DISCOUNT/OFFER
12
14
Contracted 3rd Party Marketing Company
Coupon Card Distribution Company
16
DATABASE of Categorized Offers (On the Web)
18

FIGURE 1

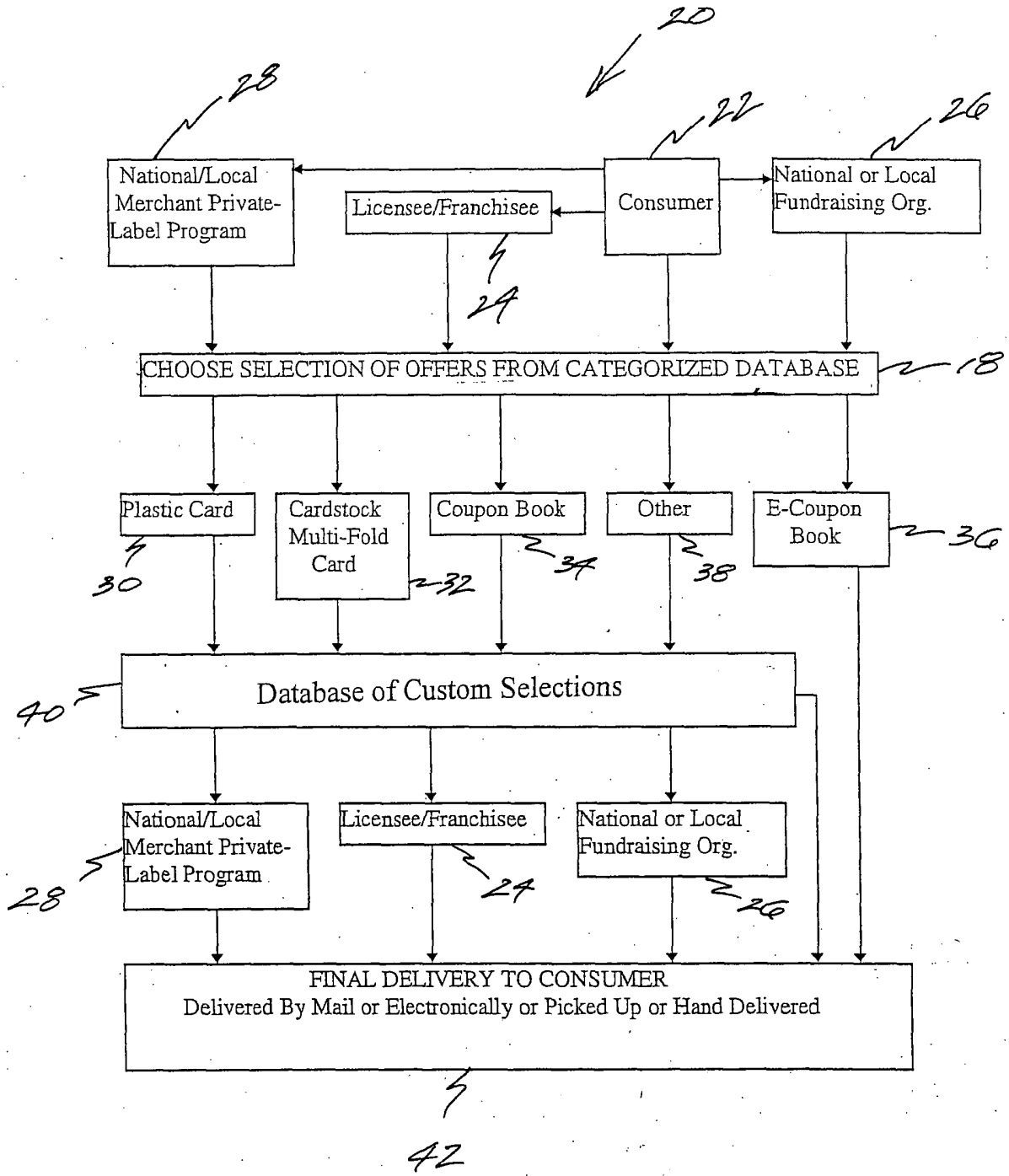
20
28
22
26
National/Local Merchant Private-Label Program
Licensee/Franchisee
Consumer
National or Local Fundraising Org.
24
CHOOSE SELECTION OF OFFERS FROM CATEGORIZED DATABASE
18
Plastic Card
Cardstock Multi-Fold Card
Coupon Book
Other
E-Coupon Book
30
32
34
38
36
Database of Custom Selections
40
National/Local Merchant Private-Label Program
Licensee/Franchisee
National or Local Fundraising Org.
28
24
26
FINAL DELIVERY TO CONSUMER
Delivered By Mail or Electronically or Picked Up or Hand Delivered
42

FIGURE 2

Your money saving, bargain finding, discount buying, penny-pinching, thrifty so you can get stuff FREE! card.
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STARVING STUDENT CARD
No. 40478
ICE CREAM & SMOOTHIES (CONT'D)
①②③ Maggie Moo's, Buy One Ice Cream at Reg. Price, Receive a 2nd of Equal or Lesser Value FREE! Valid 11am to 5pm 221-2627
UNLIMITED Malt Shoppe, Buy One Shake, Get One FREE! *Every Monday 373-5295
UNLIMITED Orange Julius, Buy One, Get One FREE! on Julius Originals (16oz/20oz) OR 50 cents Off Smoothies or Creations. (Valid Univ. Mall & Provo Towne Center)
UNLIMITED Rocky Mountain Drive-In, Buy One Shake, Get One FREE! Every Tuesday 373-2699
①②③ Sonic Drive-In, Buy a Sundae, Receive a 2nd of Equal or Lesser Value FREE!
ENTERTAINMENT
UNLIMITED Brighton Ski Resort, $7 Off! Night Skiing or Snowboarding. (Not valid w/ any other offers). 1-800-873-5512
① BYU Bookstore, Rent 1 Video or DVD, Get the 2nd of Equal or Lesser Value FREE! (Lid. quan. 1 Day rental only. May not be used with any other promos or in place of late fee.) 378-5637
①② BYU Game Center, Pay for 1st Hr of Billiards or Table Tennis, Get the 2nd Hr FREE! (Valid Mon-Thurs 12pm-7pm excluding holidays) 378-4370
①② BYU Game Center, Pay for 1st Game of Bowling & Shoes, Get the 2nd Game FREE! (Valid Mon-Thurs 12pm-7pm excluding holidays) 378-4370
①②③ BYU Outdoors Unlimited, 2 for 1 Snow Shoe Rental *Valid Mon-Thurs. 378-2708
①②③ BYU Outdoors Unlimited, 2 for 1 Cross Country Ski Rental.
①②③ BYU Outdoors Unlimited, 2 for 1 Rock Climbing Shoe Rental.
①②③ BYU Outdoors Unlimited, 2 for 1 Downhill Ski Rental *Valid Mon-Thurs.
①②③ BYU Outdoors Unlimited, 2 for 1 Rollerblade Rental.
①②③ BYU Outdoors Unlimited, Rent a Tandem Bike for 1 Hr, Get a 2nd Hr FREE!
①②③ BYU Outdoors Unlimited, 2 for 1 Snowboard Rental-Valid Mon.-Thurs
①②③ BYU School of Music, 2 for 1 Admission. (Gen. Pub. Price Applies) 378-4322
①②③ BYU Theatre, 2 for 1 Admission. (Valid Tues-Thurs. Gen. Pub. Price Applies) 378-4322
①②④ Cascade Golf Center, Buy One 18 hole Miniature Golf, Get the Second FREE! Mon-Thurs Before 7pm. 225-6677
①②③ Cascade Golf Center, Buy 1 Lrge Bucket of Driving Range Balls, Get the Second FREE! Mon-Fri Before 9pm 225-6677
①②③ CLAS Ropes Course, 2 for 1 Indoor Climbing Pass @ Extreme Funplex.
①②③ CLAS Ropes Course, 2 for 1 "Trampoline Thing" Pass @ Extreme Funplex.
①②③ CLAS Ropes Course, Rent a Canoe for 1 Hr, Get a 2nd Hr FREE! 373-8897
①②④ CLAS Ropes Course, 2 for 1 Admission for Halloween Cruise in Oct. 373-8897
①②④ CLAS Ropes Course, 2 For 1 Admission for X-mas Cruise in Dec. 373-8897
①②③ CLAS Ropes Course, Pay for 1 Cabin Rental, Get a 2nd Night OR 2nd Cabin Rental FREE!
①②③④ Classic Skating, 2 for 1 Admission. Valid Mon. "College Night" 7pm-10pm OR Sat. Disco Night 7pm-12am (Limit One use per visit, per couple) 224-4197
①②③ Classic Skating, Monday Family Night! Bring The Entire Family or FHE Group for Only $5 (Limit 10 people) 7pm-10pm 224-4197
①②③④ Cougar Video, Rent One, Get One FREE! Valid Mon-Thurs 374-2228
① Comedy Sportz, Buy 1 Admission @ Reg. Price, Get a 2nd FREE! Offer expires in Dec. 2002.
UNLIMITED Extreme Funplex, FREE! Lazer Tag at Extreme Funplex w/ Purchase of any Entrance Pass.
UNLIMITED Extreme Funplex, FREE! 7" Pepperoni Pizza & Drink at Extreme Funplex w/ Purchase of any Combo Pass.
UNLIMITED Fat Cats, Bowl 1 Game, Get One FREE! (1 FREE Game Per Visit. Not Valid Fri. or Sat.) 373-1863
①② Hale Center Theatre, Buy 1 Admission at Reg. Price, Receive a 2nd 1/2 Price. Valid Mon.-Thurs.
①② Hale Center Theatre, $1 Off Admission. Not Valid w/ Any Other Offer! 226-8600
UNLIMITED Heber Creeper Railroad, $5 Off! Provo Canyon Limited Train Tickets. 435-654-2396
UNLIMITED Idaho's World Famous Hot Pools (At Lava Hot Springs), Buy 1 Admission, Get 1 FREE! (Mon-Thurs, Excluding holidays. Valid on Hot Baths OR Pools. Slides NOT included) 776-5221
①② Jake's Country Dance Club, 2 for 1 Admission. 222-0775
① Jake's High Country Archery, Save $10! Buy One Shooting Pass & Equipment Rental, Receive the same FREE! 225-9202
①②③④ Laser Assault, 2 for 1 on 15 min. Game. (Valid Mon-Thurs) 374-3400
①②③④ Laser Assault, Buy a Personal Pan Pizza, Receive a 16oz Drink FREE!
UNLIMITED Miracle Bowl/Super Bowl, Good for One FREE! Game Per Day, With One Paid Game.
①②③④ Nickelcade, Buy 1 Reg. Priced Admission, Get 1 FREE! (1 per day) 1705 State St., Orem 802-8555

44
32
46
48
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52

FIGURE 3